

The Grocer

Focus On: Sauces & Condiments

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Intro: From hot honey to ranch, the latest tranche of table sauces in grocery take clear cues from foodservice. Shoppers are trying out alternatives to ketchup and mayo in fried chicken shops and trendy pizza joints, then picking up experimental sauces from the supermarkets to create their fakeaways at home.

Key trends: From fast food to fakeaway

- Which sauce varieties are making a splash in grocery?
- From where did they originate/become popular?
- How is the trend for spicy sauces evolving?
- What are the next sauces to come out of foodservice?

Traditional table sauces: Storecupboard staples

- With all this innovation, how are the likes of ketchup, mayo and brown sauce faring?
- Have the leading brands lost or gained volumes?
- From marketing to new formats, what are the giants doing to keep shoppers engaged?

Health: Reformulations & lighter lines

- As indulgence influences NPD, has health been sidelined?
- Which brands are prioritising healthier innovation?
- As table sauces aren't included in the junk food ad ban, have they become more prominent in marketing campaigns?

Celebrity tie-ups: Driving virality

- Which celebrities have launched or endorsed a sauce brand?
- How have suppliers leveraged this star power to drive sales?
- Which have done this most effectively?

Mega sauces: Made for dunking

- Which QSR brands have popularised dips served in drinks cups?
- How have they gained traction on social media?
- How might grocery brands respond?

Innovations: We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.